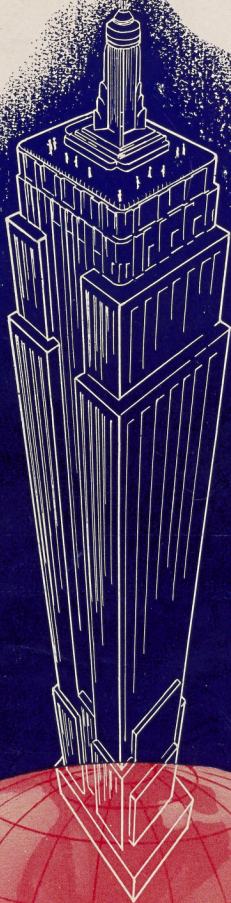


6791  
**EMPIRE STATE  
OBSERVATORIES**



*Where the Whole World Meets*

# The Greatest of Them All...

*The Pyramid of Cheops, built about 3733 B. C., is 480 feet in height.*



*The Leaning Tower of Pisa, begun in 1174 and completed in 1350, is 179 feet.*



*The Washington Monument, begun in 1848 and completed in 1888, is 555 feet tall.*



*The Eiffel Tower in Paris was built in 1889 and is 984 feet.*



*The Empire State Building, completed in 1931, is 102 stories and 1,472 feet tall.*



The view from the 102-story, 1472-foot high Empire State Building — tallest man-made structure on the earth — has thrilled people from every state in the union, every country in the world. It is an experience that has no parallel anywhere.

Here is a place where rain is sometimes red — where snow falls up instead of down — a wonderful, exciting place that *The Reader's Digest* calls "the unbelievable Empire State Building."

It is exciting for the visitor to enter the imposing, marble-lined lobby of this building, and take a 1,000-foot ride in a noiseless elevator that whisks him skyward in 60 smooth seconds.

On the 86th floor Observatory, 1,050 feet above the street, he will see spread before him like an animated map a diameter of 50 miles, an area in which 15,000,000 people — one out of every ten Americans — live and work. From this airplane-

level height, pedestrians look like moving pinpoints, and varicolored buses, automobiles and taxicabs are like small insects milling in orderly lanes through the humming city.

Countless kings, queens, movie actors and actresses, opera stars, church leaders, athletes and government leaders are numbered among the visitors. Even Sir Edmund Hillary, who climbed the 29,000-foot Mt. Everest, was awed by the view from the Empire State Building.

The visitor may promenade about the outdoor terrace, which circles the 86th floor Observatory, or join a guided lecture and receive a detailed description of the view by one of Empire State's guides, or scan the panorama of the city. The most exciting view of all is the night view. At dusk the city changes into a twinkling paradise of jeweled lights—making an unforgettable picture.

From the 86th floor, the visitor takes another elevator to the glass-enclosed Upper Observatory, on the 102nd floor (at the 1,250 foot level), where he stands close to the dome of the tallest structure ever fashioned by man.

Over fourteen million people have visited the Empire State Observatories. You will never forget your visit to the Empire State Building. Don't miss any opportunity to visit this most famous of all attractions.

*The Observatories are open daily from 9:30 A.M. to midnight. For general information regarding admission prices and group rates, write to Business Promotion Manager, Empire State Observatories, 350 Fifth Avenue, New York 1, New York.*





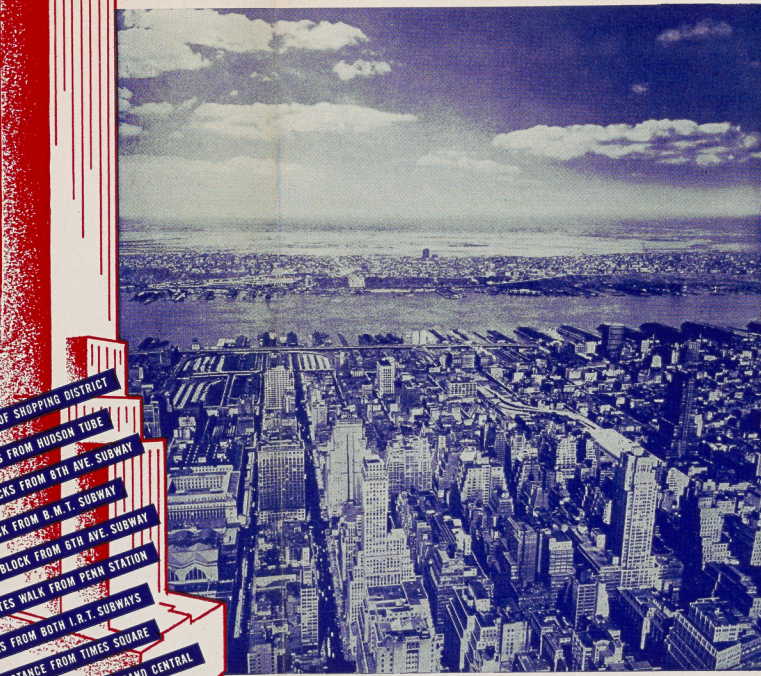
**NORTH** Look across Central Park, past the George Washington Bridge, up the Hudson River, to Westchester.



**EAST** The United Nations Building is on the banks of the East River. You can see beyond LaGuardia Airport.

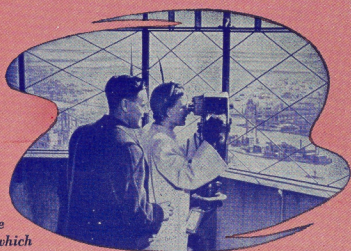


**SOUTH** Lower Manhattan's spires rise against the tip of the island. You begin to understand the map of New York.

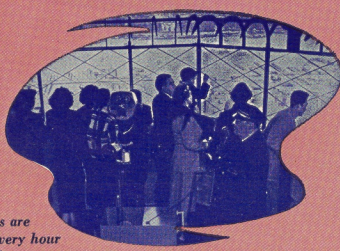


**WEST** Transatlantic liners dock at piers edging the West Side. New Jersey's Orange Mountains rim the horizon.

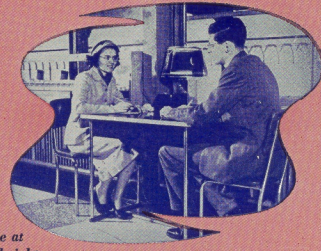
CENTER OF SHOPPING DISTRICT  
2 MINUTES FROM HUDSON TUBE  
3 BLOCKS FROM 8TH AVE. SUBWAY  
1 BLOCK FROM B.M.T. SUBWAY  
1 BLOCK FROM 6TH AVE. SUBWAY  
4 MINUTES WALK FROM PENN. STATION  
2 BLOCKS FROM BOTH I.R.T. SUBWAYS  
WALKING DISTANCE FROM TIMES SQUARE  
8 MINUTES WALK FROM GRAND CENTRAL  
ON OR NEAR ALL MAJOR BUS LINES



You can see an area in which 15,000,000 people live.



Lectures are given every hour on the hour.



Guests write postcards while at airplane-level heights.

**For the best view of New York, Oldtimers say: "Start at the top and work down . . . don't miss a chance to visit Empire State!"**







1472 Feet High

## TELEVISION CAPITAL OF THE WORLD . . .

Perched atop the fabulous Empire State Building is a 222-foot, 20-story high TV tower. This is truly the TV capital of the world, for from here all seven of the New York area's TV stations send forth their programs to a four-state sector in which 15 million persons live and own more than 4,100,000 TV sets. The Empire State programs — in other words — reach an area in which one of every ten persons in the U. S. resides. This world-famed tower was completed May, 1951. This far-reaching, most powerful tower gives viewers in the Metropolitan area the clearest, finest TV pictures received by people anywhere. See it from our Observation Terrace.

102nd Floor  
Observatory

86th Floor  
Observatory  
and Terrace

WALTER WINCHELL says: "The Empire State — Champion of the great height way."



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